1. A method comprising:

receiving a dedicated inventory allocation;

completing a plurality of on-line transactions against said allocation; and

requesting additional dedicated inventory allocation.

2. The method of claim 1 further including maintaining a count of available inventory allocation and decrementing said count as each on-line transaction is completed.

3. The method of claim 1 wherein receiving a dedicated inventory allocation includes receiving an inventory allocation from a remote site.

4. The method of claim 1 wherein receiving a dedicated inventory allocation includes receiving said allocation over a network.

5. The method of claim 4 wherein receiving a dedicated inventory allocation includes receiving said allocation over the Internet.

6. The method of claim 1 wherein requesting an additional dedicated inventory allocation includes

determining whether the inventory allocation needs to be replenished.

7. The method of claim 6 wherein determining whether the inventory allocation needs to be replenished includes determining whether the existing allocation has been reduced below a preset level.

8. The method of claim 6 wherein determining whether the inventory allocation needs to be replenished includes implementing a dynamic calculation that considers the rate at which on-line transactions are being completed.

9. The method of claim 8 including utilizing the rate at which transactions are completed and the rate at which additional inventory is to be requested to determine whether the inventory allocation needs to be replenished.

10. An article comprising a medium for storing instructions that cause a processor-based system to:

receive a dedicated inventory allocation;

complete a plurality of on-line transactions against said allocation; and

request additional dedicated inventory allocation.

11. The article of claim 10 further storing instructions that cause a processor-based system to maintain a count of available inventory allocation and decrement said count as each on-line transaction occurs.

12. The article of claim 10 further storing instructions that cause a processor-based system to receive an inventory allocation from a remote site.

13. The article of claim 10 further storing instructions that cause a processor-based system to receive said allocation over a network.

14. The article of claim 13 further storing instructions that cause a processor-based system to receive said allocation over the Internet.

15. The article of claim 10 further storing instructions that cause a processor-based system to determine whether the inventory allocation needs to be replenished.

16. The article of claim 15 further storing instructions that cause a processor-based system to determine whether the existing allocation has been reduced below a preset level.

17. The article of claim 15 further storing instructions that cause a processor-based system to implement a dynamic calculation that considers the rate at which on-line transactions are being completed.

18. The article of claim 17 further storing instructions that cause a processor-based system to utilize the rate at which transactions are completed and the rate at which additional inventory is to be requested to determine whether the inventory allocation needs to be replenished.

19. A system comprising:

a server that completes a plurality of on-line transactions;

a memory coupled to said server that stores an inventory allocation; and

said server decrements said inventory allocation with each transaction, monitors the inventory allocation and automatically requests an additional inventory allocation.

20. The system of claim 19 wherein said server is coupled to the Internet and completes transactions over the Internet.

21. The system of claim 19 wherein said server dynamically determines when to request additional inventory allocation based at least in part on the rate at which transactions are being completed.

22. The system of claim 21 wherein said server requests additional inventory allocation based at least in part on a predetermined frequency for requests for additional inventory allocation.

23. A method comprising:

providing a dedicated inventory allocation;

receiving a request for an additional dedicated inventory allocation; and

providing an additional dedicated inventory allocation.

24. A method of claim 23 further including providing a frequency for requests for additional allocation.

25. A method of claim 23 including providing said inventory allocation over the Internet.

26. An article for comprising a medium that stores instructions that cause a processor-based system to:

provide a dedicated inventory allocation;

receive a request for additional dedicated inventory allocation; and

provide additional dedicated inventory allocation.

27. The article of claim 26 further storing instructions that cause a processor-based system to provide a frequency for requests for additional allocation.

28. The article of claim 26 further storing instructions that cause a processor-based system to provide said inventory allocation over the Internet.

29. A system comprising:

a server; and

a storage storing software that causes said server to provide a dedicated inventory allocation, receive a request for an additional dedicated inventory allocation, and provide an additional dedicated inventory allocation.

30. The system of claim 29 wherein said server is coupled to the Internet.